

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	1833727
<b>Application Number:</b>	10024449
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	6208
<b>Title of Invention:</b>	System and method for improving the performance of electronic media advertising campaigns through multi-attribute analysis and optimization
<b>First Named Inventor/Applicant Name:</b>	E. Diane Chang
<b>Customer Number:</b>	50086
<b>Filer:</b>	David Judson
<b>Filer Authorized By:</b>	
<b>Attorney Docket Number:</b>	A-71214/RMA
<b>Receipt Date:</b>	04-JUN-2007
<b>Filing Date:</b>	17-DEC-2001
<b>Time Stamp:</b>	08:33:40
<b>Application Type:</b>	Utility

### Payment information:

Submitted with Payment	yes
Payment was successfully received in RAM	\$620
RAM confirmation Number	4592
Deposit Account	504001

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:  
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)	Multi Part /.zip	Pages (if appl.)
1	Request for Continued Examination (RCE)	RCEattribute.pdf	888700	no	3
Warnings:					
Information:					
2	Amendment Submitted/Entered with Filing of CPA/RCE	PrelAmdt10024449.pdf	91952	no	21
Warnings:					
Information:					
3	Extension of Time	EOT.pdf	205584	no	1
Warnings:					
Information:					
4	Fee Worksheet (PTO-06)	fee-info.pdf	8368	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			1194604		

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**New Applications Under 35 U.S.C. 111**  
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**  
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**  
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.